

ABSTRACT

A system and method of generating and transmitting notifications from a server to specific, remote users via a network and a client device currently associated with the user. User information obtained at login may be used in registering the current user/device
5 association. The notification uses pre-encoded rules, understood by both a server side run time component and an associated client side run time component. The pre-encoded rules may specify all the necessary parameters of the notification and its transmission and improve performance on a wireless network. The improved wireless network performance is achieved, in part, by reducing the amount of data transferred and reducing
10 the need for multiple client-server interactions in a single notification. The rules also help ensure synchronization of client and the server information databases and may also specify the scheduling of the notification and the information to be optionally updated in the database.